

Digital Business Management

Hochschule Pforzheim
Master of Science



General

Acquire knowledge in **Digital Management and IT, Data Analytics** and Research Methods as well as Change and Project Management. Apply interdisciplinary skills in Management and IT.

Digitalization is everywhere in many industries there is a need for the digitalization of companies, business models and working environments. The job opportunities targeted by this study program are to be found in the field of the **digital transformation** of companies and organizations.

Graduates deal with digitalization projects in companies and design new business models or introduce new processes. In the context of these projects, they are the link between departments within the company and have a high level of interpersonal skills to support the change processes within the company.

In a [Video](#), we present what Business School Pforzheim stands for: our five values (personal, practical, interdisciplinary, international & sustainable).



Contact

If you have any questions regarding this program, feel free to contact us:

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Content

The study program

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Graduates deal with digitalization projects in companies and design new business models or introduce new processes. In the context of these projects, they are the link between departments within the company and have a high level of interpersonal skills to support the change processes within the company. In the Master's program, you will acquire the following additional competencies:

For successful digitization projects, it is important to have expertise in research methods and data analysis in order to develop a sound understanding of the status quo and future options and thus make the right decisions. Furthermore, it is also important to be able to evaluate how processes and services can be optimized through the use of AI.

In addition, digitization projects require interdisciplinary skills and collaboration across departments. IT concepts must be communicated for a digitalization project - which is why companies are looking for experts who can recognize and deal with these different perspectives.

The mix of these diverse competencies - in addition to knowledge about relevant data sources and process management, know-how about data analysis, about IT systems, IT management and artificial intelligence, about change management and the legal as well as ethical challenges - equips graduates of the program with the necessary tools to confidently navigate this highly dynamic digital environment and develop reasonable solutions.

The Master's program in Digital Business Management brings together these different perspectives in one of Germany's leading business schools. Students are trained to become professionals for digital transformation projects. Companies are integrated into the training so that a hands-on approach is guaranteed.

Application

Admission requirements

Admission to the Master's program in Digital Business Management takes place once a year for a start in the winter semester. Requirements are a university degree in business administration or economics (or equivalent) with a total of at least 180 ECTS credits awarded with the grade "good" or better.

Formal requirement for admission:

Proof of 10 ECTS in Quantitative Methods (including 5 ECTS in Statistics); 5 ECTS in Business Information Systems and 30 ECTS in Business Administration and/or Economics.

Proof of English B2 (European Framework of Reference), supplemented by proof of successful completion of at least 30 credits in specialized academic courses completed in English.

Applications must be submitted by June 15 of each year. For more information on the application and the two stage selection process please refer to the website of the study program.

Kennenlernen

Wenn Sie mehr über das Masterstudium an der Business School Pforzheim erfahren möchten, treffen Sie uns persönlich auf der Messe "Master and More" am 21.11.2025 in Stuttgart.

Save the date: Die Masterinfoabende der Business School finden 2026 am 20. Januar (online) und am 15. April (auf dem Campus) statt. Studieninteressierte haben die Möglichkeit, die Rahmenbedingungen für ein Master- oder MBA-Studium an der Business School kennenzulernen und sich über ihre Wunschstudiengänge zu informieren.

Wirtschaftsinformatik